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Set	Items	Description
S1	2906	PRODUCT(2N)BUNDL??? OR CROSS()SELL??? OR COBRAND??? OR CO(-) )BRAND???
S2	1286735	RELATED OR ASSOCIATED OR AFFILIAT??? OR ALLIED OR ALLIANCE- OR INTERRELATED OR ANCILLARY OR AFFINITY
S3	5646384	SELL??? OR VEND??? OR LICENS??? OR LICENC??? OR SALE? ? OR PROVID??? OR PROVISION OR SUPPL???? OR BUY??? OR PURCHAS??? OR PROCUR??? OR ACQUIR??? OR OBTAIN???
S4	1944803	(TANGIBLE OR MATERIAL OR PHYSICAL) () (PRODUCT? ? OR ITEM? ? OR MERCHANDISE OR GOODS OR WARES OR ARTICLE? ? OR OBJECT? ?) - OR CD OR TAPE? ? OR ALBUM? ? OR DVD? ? OR SAFETY()DEVICE? ? OR NAVIGATION??()SYSTEM? ? OR EQUIPMENT OR TOOL? ?
S5	2734435	(INTANGIBLE OR IMMATERIAL OR VIRTUAL OR DIGITAL) () (PRODUCT? ? OR ITEM? ? OR MERCHANDISE OR GOODS OR WARES OR ARTICLE? ? - OR THING? ? OR OBJECT? ?) OR SERVICE? ? OR MUSIC OR SONG? ? OR DOWNLOAD? ? OR INSURANCE OR LESSONS OR INSTRUCTION
S6	113566	DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR O- FF)
S7	3846674	BOTH OR TOGETHER OR AT()ONCE OR SIMULTANEOUS? OR CONCURREN- T? OR SAME() (TIME OR INSTANT) OR EN()MASSE OR SET OR BUNDLE OR PACKAGE OR PAIR??? OR COUPL??? OR COMBIN??? OR AGGREGAT??? OR AGGRAGAT???
S8	39222	S1 OR (S2(5N)S3)
S9	84843	S4(20N)S5
S10	2946	S6(5N)S7
S11	0	S8(S)S9(S)S10
S12	2	S8 AND S9 AND S10
S13	9	S9(S)S10
S14	400	S3 AND S4 AND S5 AND S6 AND S7
S15	31	S9 AND S10
S16	21	S3 AND S15
<del>S17</del>	<del>23</del>	<del>S13 OR S16</del>
S18	18	S17 NOT PY>2000
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01630819 ORDER NO: AAD98-24891

**ELECTRONIC COMMERCE FOR DIGITAL PRODUCT COMPANIES (INTERNET, E MAIL)**

Author: CHELLAPPA, RAMNATH K

Degree: PH.D.

Year: 1997

Corporate Source/Institution: THE UNIVERSITY OF TEXAS AT AUSTIN (0227)

Source: VOLUME 59/02-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 548. 116 PAGES

...a more innovative and strategic one, although it has predominantly dealt only with transactions involving **sale** and business of **physical products**. This dissertation contributes to the theoretical, methodological and implementation issues in electronic commerce, in particular for **digital products**. **Digital product** firms include software companies, electronic publishing houses, entertainment industries, educational services and other products and...

...such as their ability to be mass-customized.

The first part introduces digital products and **provides** a framework for their classification based on user value. In addition the magnification of the complexity of **providing** warranty and customer service for digital products is analyzed with suitable examples. The holistic theme of value chain activities **provides** the basis for re-designing activities such as manufacturing, inventory control, marketing, etc. The theory of complementarity is used to derive a greater value by rightly **combining** technology, processes and **incentives** associated with the above activities. A **vendor** needs to market his product, and often through intermediaries such as retail stores, malls, etc...

...fronts, digital warehouses and a payment system. While the technical details of the implementation are **provided** in detail in the appendix, the essay itself sheds light on the role of the mall owner and mechanisms for creating a greater value for the **vendors** and consumers. The analysis offers new ways of interpreting quality and the complementary nature of...

...methodology is illustrated with empirical evidence. The experiment comprises of students playing the role of **vendors** and consumers in a digital product market. The payment mechanisms and mall environment discussed in...

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01618111 ORDER NO: AAD98-16270

**CONSUMERS' PERCEPTIONS OF PRODUCT BUNDLES: A GENERAL MODEL AND EMPIRICAL TESTS (BRAND EQUITY, DECISION MAKING, CHOICE)**

Author: HARRIS, JUDY

Degree: PH.D.

Year: 1997

Corporate Source/Institution: UNIVERSITY OF HOUSTON (0087)

Source: VOLUME 58/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 4358. 128 PAGES

Bundling two or more products or **services** into a single offering is a much used marketing **tool**. Few studies, however, address the fundamental question of how bundling affects consumers' perceptions of value...

...change the cost and/or the utility of the offering compared to the same items **purchased** individually. Exploratory research is used for a

preliminary evaluation of the model and to help...

...a brand extension; and (4) preference for a bundle is related to size of the **discount** on the **bundle** and that this effect is moderated by the accessibility of price information and the familiarity of the situation.

Together, the model and the experiments **provide** a greater understanding of the circumstances under which bundling can affect preferences by (a) identifying...

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01597578 ORDER NO: AAD98-02552

**ESSAYS ON REWARD PROGRAMS (PROMOTION, INCENTIVES, CONSUMERS)**

Author: SHI, MENGZE

Degree: PH.D.

Year: 1997

Corporate Source/Institution: CARNEGIE-MELLON UNIVERSITY (0041)

Source: VOLUME 58/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2747. 93 PAGES

Reward programs, a promotional **tool** to develop customer loyalty, offer incentives to consumers on the basis of cumulative **purchases** of a given product or **service** from a firm. Although reward programs have become increasingly common in many industries, research on...

...free ride in the future if being undersold today, with reward programs firms have extra **incentives** to **set** their current prices higher. To summarize, reward programs not only develop customer loyalty through increased...

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06195865

SCS tries new marketing to **provide** pay-TV service

THAILAND: SCS 2ND TRY TO **PROVIDE** PAY-TV SERVICE

Bangkok Post (XBN) 15 Aug 1995 P.19

Language: ENGLISH

SCS tries new marketing to **provide** pay-TV service

THAILAND: SCS 2ND TRY TO **PROVIDE** PAY-TV SERVICE

Samart Cable **Service** Co (SCS), the producer and distributor of signal-boosting **equipment** for pay-TV is making a 2nd attempt to market pay-television **service** after having failed in its first attempt. The new strategy call for a link-up...

... products, which the name is yet to be revealed, to resell pay TV programmes. The **package** will be **sell** at **discount**, with part of the service fee payable to the original pay-TV operators. SCS is...

... Broadcasting Corp, Thai Sky TV and Universal TV. The new strategy is expected to boost **sales** by 50% in 1995 itself, but revenue will not be higher than its initial expectation.

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05274390

BMG Unwraps CD-Package Rebate

US - BMG DISTRIBUTION LAUNCHES CD-PACKAGE REBATE PROGRAM

Billboard (BBD) 22 August 1992 p10,86

ISSN: 0006-2510

BMG Distribution has launched a CD- **package rebate** program, in a move to help retailers in the switch to the plastic jewel box...

... 6x12 cardboard longbox. The program follows similar launches by WEA, PolyGram Group Distribution, and Sony **Music** Distribution. BMG is offering a 17-cent discount on **album** -length CDs bought between 1 August 1992 and 31 July 1993, and the program excludes...

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01630819

ELECTRONIC COMMERCE FOR DIGITAL PRODUCT COMPANIES (INTERNET, E MAIL)

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01618111

CONSUMERS' PERCEPTIONS OF PRODUCT BUNDLES: A GENERAL MODEL AND EMPIRICAL TESTS (BRAND EQUITY, DECISION MAKING, CHOICE)

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01597578

ESSAYS ON REWARD PROGRAMS (PROMOTION, INCENTIVES, CONSUMERS)

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1677624 H.W. WILSON RECORD NUMBER: BAST97022611

Repairs in progress

AUGMENTED TITLE: new technology, tools , and services may help hammer down rising mine maintenance costs

20/AA,AN,TI/5 (Item 1 from file: 583)  
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09302328

Euskaltel vende moviles este mes a 1,050 pesetas.

SPAIN: EUSKALTEL LAUNCHES NEW OFFER ON CELLULAR

20/AA,AN,TI/6 (Item 2 from file: 583)  
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09299255

More sub-branches

THAILAND: BANGKOK BANK TO OPEN MORE BRANCHES

20/AA,AN,TI/7 (Item 3 from file: 583)  
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09266188

Ayal plans P 50-B Cebu IT park

PHILIPPINES: AYALA'S UNIT TO SET UP IT PARK

20/AA,AN,TI/8 (Item 4 from file: 583)  
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09231916

Satelindo pasarkan 18,000 SST di Jateng dan DIY

INDONESIA: SATELINDO TO ADD 18,000 PHONE LINES

20/AA,AN,TI/9 (Item 5 from file: 583)  
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09170429  
PIA announces fare **discount package** for Balochistan  
PAKISTAN: PIA TO TERMINATE FIRST CLASS SEGMENT

20/AA,AN,TI/10 (Item 6 from file: 583)  
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06547659  
Allygre lance le plan d'action pour l'Education  
FRANCE: FFR 15BN TO PUT COMPUTERS IN SCHOOLS

20/AA,AN,TI/11 (Item 7 from file: 583)  
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06246829  
CCI **provides** cheap long distance services  
HONG KONG: NEW LONG DISTANCE PHONE SERVICE

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06195865  
SCS tries new marketing to **provide** pay-TV service  
THAILAND: SCS 2ND TRY TO **PROVIDE** PAY-TV SERVICE

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06047262  
"TELIA MISSBRUKAR DOMINANS"  
SWEDEN: TELIA MOBILTEL ABUSES ITS MONOPOLY STATUS

20/AA,AN,TI/14 (Item 10 from file: 583)  
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05274390  
BMG Unwraps CD-Package Rebate  
US - BMG DISTRIBUTION LAUNCHES CD-PACKAGE REBATE PROGRAM

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04434215  
GOVT TO LAUNCH **SALE** OF BT STAKE  
UK - GOVT TO LAUNCH **SALE** OF BT STAKE

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02910385  
AIR EUROPE TO RIVAL BA ON LONG-HAUL FLIGHTS  
UK - AIR EUROPE TO RIVAL BA ON LONG-HAUL FLIGHTS

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00121956

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upsta...